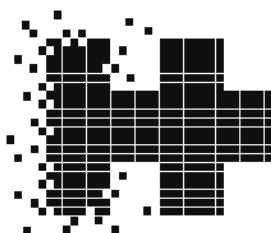




**ALABAMA
MEDICAID
AGENCY**



**HEALTH
INFORMATION
DESIGNS**

**HEALTH INFORMATION DESIGNS
PRESENTS**

**Direct to Consumer Advertising (DTCA) of
Prescription Drugs
and
Medicaid Pharmacy Services
Updates**

**Renaissance Montgomery Hotel
& Spa at the Convention Center**

201 Tallapoosa Street
Montgomery, AL 36104

Tuesday, April 14, 2009

Registration begins at 5:30 pm
Dinner 6:30 pm Program 7:00 pm

OBJECTIVES:

Upon completion of the program, the participant will be able to:

1. Discuss the role of the Alabama Medicaid Academic Detailing Program
2. Distinguish between drugs that require Prior Authorization (PA) and PA criteria
3. Discuss the history of DTCA and FDA regulation
4. Identify drug marketing strategies
5. Discuss the impact of DTCA on Health Care

TARGET AUDIENCE:

Alabama Medicaid providers including physicians, pharmacists, nurse practitioners, nurses, medical office personnel, pharmacy technicians and social workers.

FACULTY:

Traci Henry Ms. Henry is a Medicaid Pharmacy Specialist for the Alabama Medicaid Academic Detailing Program and serves as the specialist for the Montgomery and East Alabama area. Her duties include the education and distribution of information related to Medicaid's Pharmacy Program. She is the primary contact person for physician offices and pharmacies in her area, making a minimum of 85 provider visits per month. Ms. Henry is a 2002 graduate from Troy State University Montgomery.

Christina Faulkner, Pharm. D. Dr. Faulkner is a Clinical Pharmacist and the Account Manager for Alabama Medicaid at Health Information Designs, Inc. Her responsibilities include reviewing prior authorization requests, maintaining current criteria, and working with the Drug Utilization Review Board. She has worked in retail pharmacy for 15 years. Dr. Faulkner is a 1993 graduate of the University of Arkansas.

Jack DeRuiter, Ph.D. Dr. DeRuiter is a Professor at the Harrison School of Pharmacy, Auburn University. Dr. DeRuiter's instructional area includes courses such as Chemistry of Synthetic Drugs, Medicinal Chemistry I-III, and Principles of Antimicrobial Drug Therapy. Dr. DeRuiter's research interests include synthesis of aminorex and rexamino standards for equine testing. He has published books, book chapters and many research articles. He received a Master's Degree in Medicinal Chemistry from University of Michigan and received his Ph. D. from Medical College of Virginia. He received the Pharmacy Student Government Association, Instructor of the Year in 2006, 1997 and 1985.

CONTINUING EDUCATION CREDIT:



This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Alabama School of Medicine (UASOM), and the Alabama Medicaid Agency. The UASOM is accredited by the ACCME to provide continuing medical education for physicians.

The University of Alabama School of Medicine designates this educational activity for a maximum of 2 *AMA PRA Category 1 credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The University of Alabama School of Medicine is an equal opportunity/affirmative action institution.

This program is approved for 2.0 CE for pharmacist and 1.0 CE for pharmacy technicians by the AL Board of Pharmacy. This program is approved for 2.0 CE by the AL Social Work Board.

Registration: Please fax completed registration form to: 1-800-881-5573 by **04-9-09**. No registration fee required. This form may be reproduced. For additional information, call Taleshia Core at (334) 466-3055.

Name					License Number			
Address								
Telephone					(most important) Fax			
Indicate Title	MD DO	NP PA	Pharm D RPh	Pharm Tech	Medical Office Personnel	RN LPN	SW	Other: _____